

## **WOBBLE - COMMUNICATION BRIEF**

### **WHY DO WE NEED ADVERTISING?**

Rafhan is launching an exciting and novel product in the Jelly segment i.e. Jelly Dessert with 3 layers. It's just not a first of its kind innovation in jelly market in Pakistan but also a breakthrough innovation in Rafhan Jelly portfolio.

#### ▪ **Advertising Objectives:**

- Communicating that this is a new kind of fun dessert in line with our essence " Let's celebrate"
- It's a complete dessert, first time ever in Pakistan
- Extremely convenient to prepare i.e. no cooking involved, just one min blending and setting (Very important)
- Should justify 70% price premium

### **BRAND INSIGHT:**

Life is increasingly getting stressful, I look forward to the moments when I can find an excuse to celebrate. (big/small; existing/new – celebration links to meetha)

### **VARIANT INSIGHT (JELLY):**

Children (ages of 8-14 yrs) today wants to enrich their life with experiments to replace the mundane with excitement and ways to make most of their time which helps them escape from the daily pressures and let them spend time on the things they want to do!

### **TARGET MARKET:**

Primary target market is urban kids who want to experiment things that they want and like to and find ways to make most of their time filled with fun and excitement remaining in the confines of a responsible human being.

The Decision Making Unit (DMU) is mother between 28-40 yrs, who strives to give the best for her children and thus, looks for convenience without compromising on the quality and end results She recognizes the power of meetha in bringing her family/kids together.

### **WHAT DO THEY THINK AND DO NOW?**

The target market is always on the look out for ways to have fun and entertainment. In the demanding routine they find ways to entertain themselves mainly though eating food and drink items i.e. usually ice creams, cakes, drinks, chocolates, candies etc but definitely something sweet and

### **WHAT DO WE WANT THEM TO THINK AND DO?**

Through the powerful communication we want them to know that there is a complete FUN DESSERT in the market that has a fun and stimulating element attached to it, something they would definitely want to experiment i.e. 3 fun layers in the Jelly, NOW.

### **WHAT IS MOST LIKELY TO ACHIEVE THIS CHANGE?**

This can only be achieved through communicating:

- Novelty of the product that its one of its kind
- Fact that **MAGIC 3** has in reality has 3 fun LAYERS
- **MAGIC 3** is in 3 fun FLAVORS i.e. Orange, strawberry and black current
- **MAGIC 3** is absolutely great in TASTE
- and **MAGIC 3** is a complete dessert

### **WHY SHOULD THEY BELIEVE IT?**

- New proposition
- Rafhan's trusted, expert image.
- Jelly Dessert being communicated as a unique and premium product not offered yet in Pakistan.
- Rafhan goes that extra mile in spreading "real" sweetness in life.

### **MEASURABLE MRKETING OBJECTIVES**

In terms of measurable effects, the advertising should be able to deliver:

- Increase consumption per household from 50gms/HH for overall Rafhan Jelly to 70gms/HH with the help of the introduction of Layered Jelly in the portfolio.
- Urban usership of 1%.

### **DELEVERABLES:**

- Strong communication highlighting functional and emotional benefit
- Clear, exciting and attractive product shots
- Creative material for Press, Radio, POP material, Trade letter, outdoor etc

### **TIMELINES:**

Issue brief to agency	– 16 <sup>th</sup> Jan 2007
Agency to revert with concepts	– 23 <sup>rd</sup> Jan 2007
Ideas reviewed by Brand Team	– 23 <sup>rd</sup> Jan 2007
Agency to revert with revised concepts	– 26 <sup>th</sup> Jan 2007
Concepts short-listed	– 26 <sup>th</sup> Jan 2007
Final Story board and POS	– 02 <sup>nd</sup> Feb 2007
Final POS artwork	– 10 <sup>th</sup> Feb 2007
Delivery of TVC	– 15 <sup>th</sup> Feb 2007